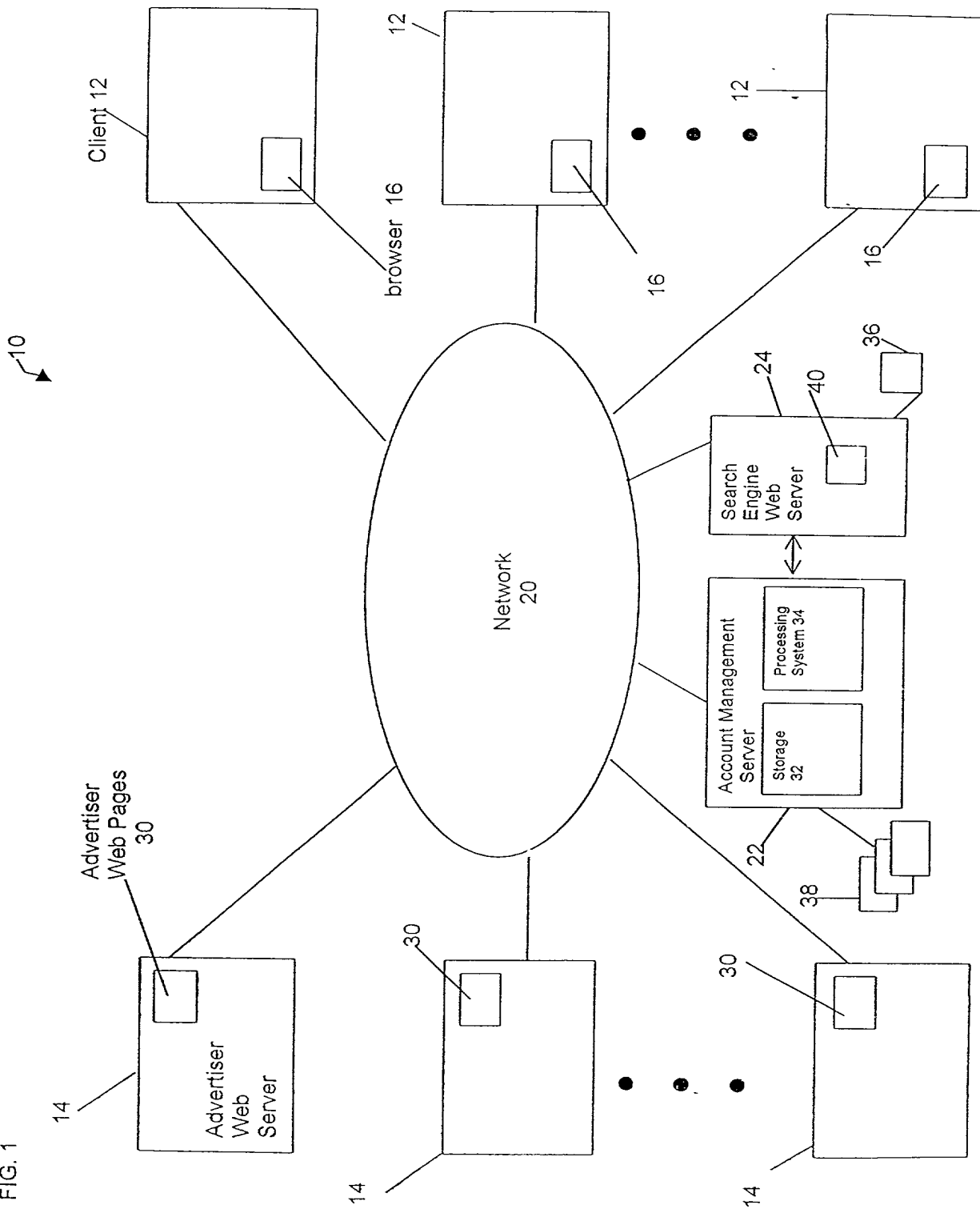


FIG. 1



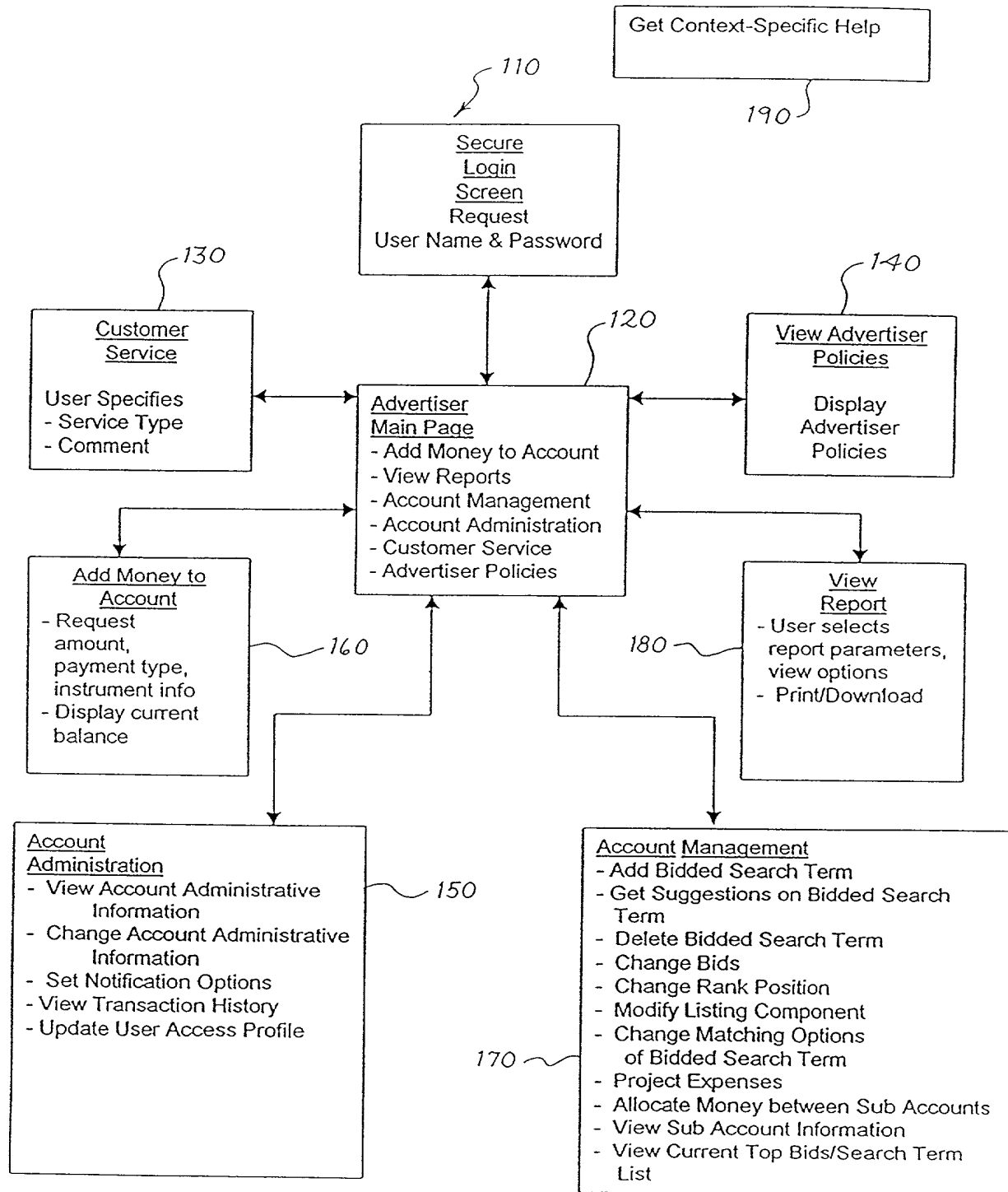


Fig. 2

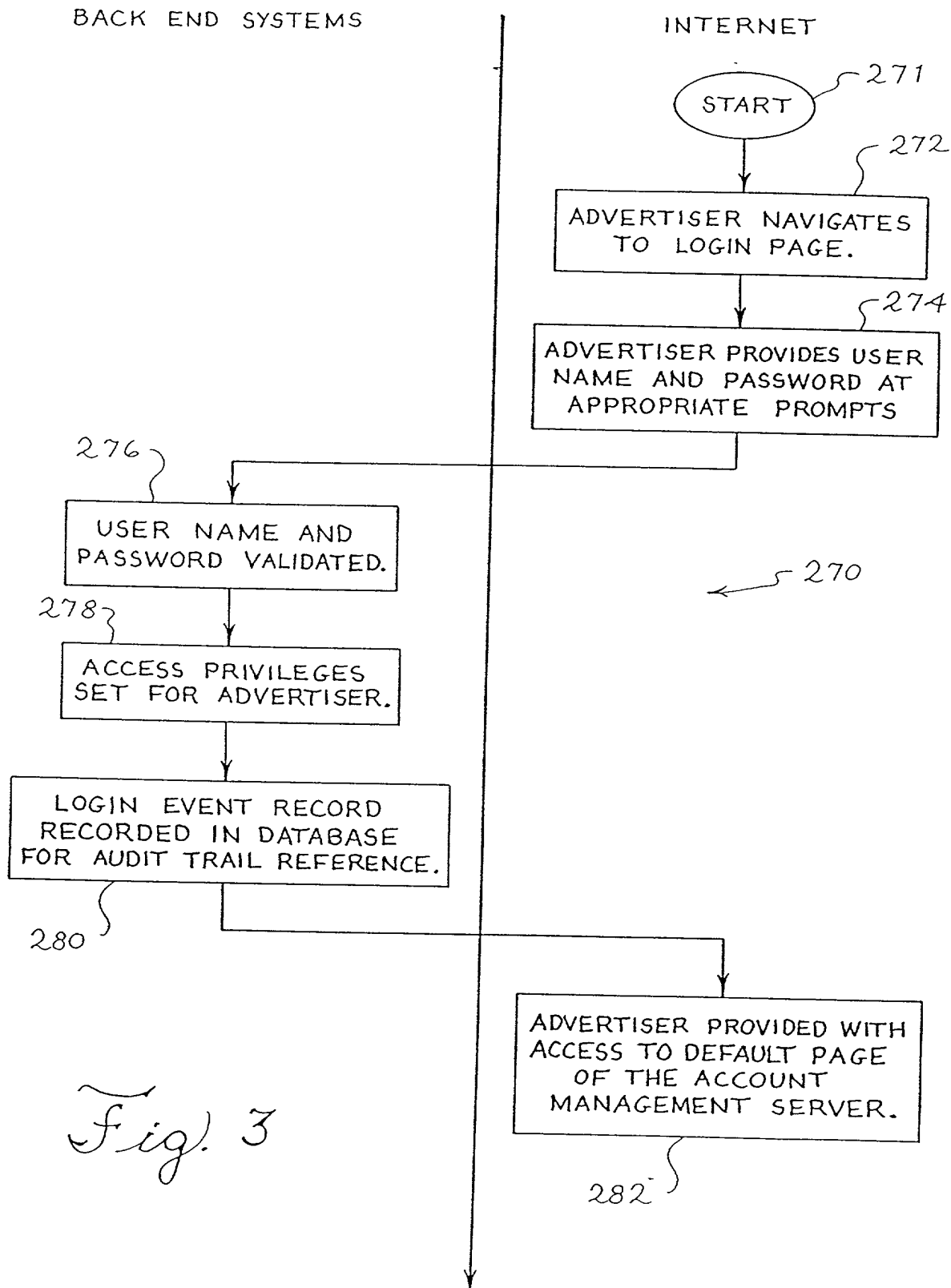
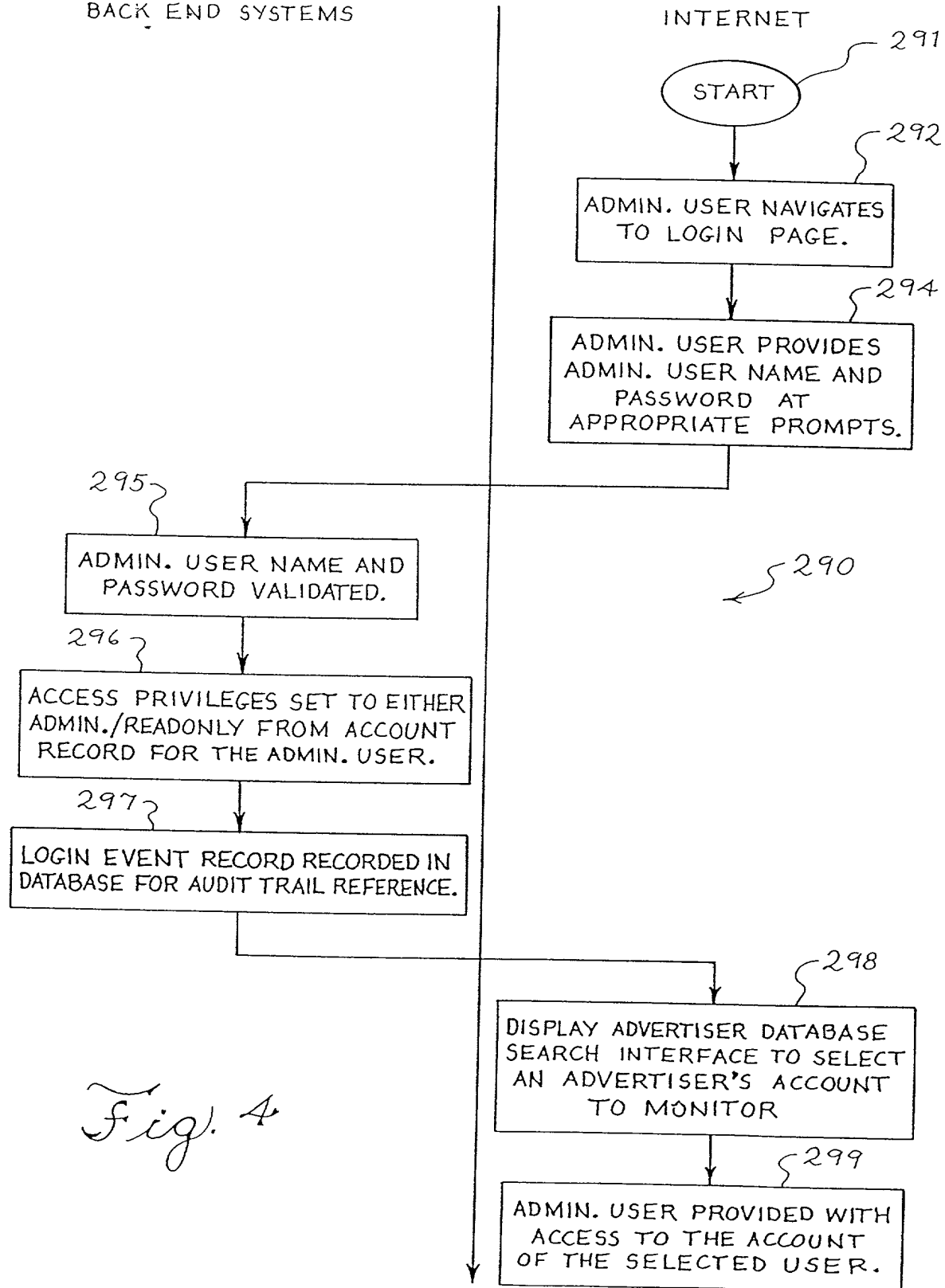


Fig. 3

BACK END SYSTEMS

INTERNET



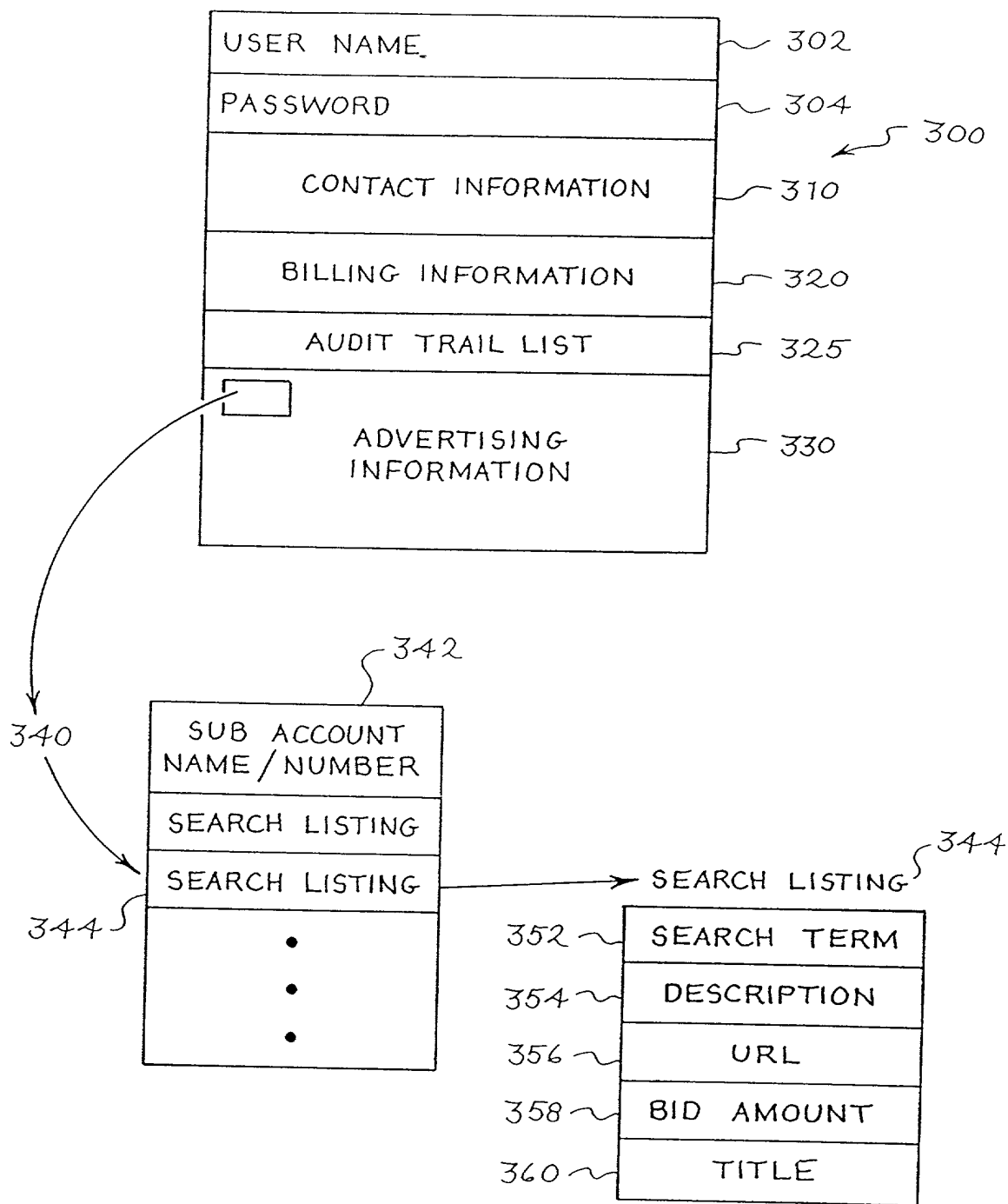
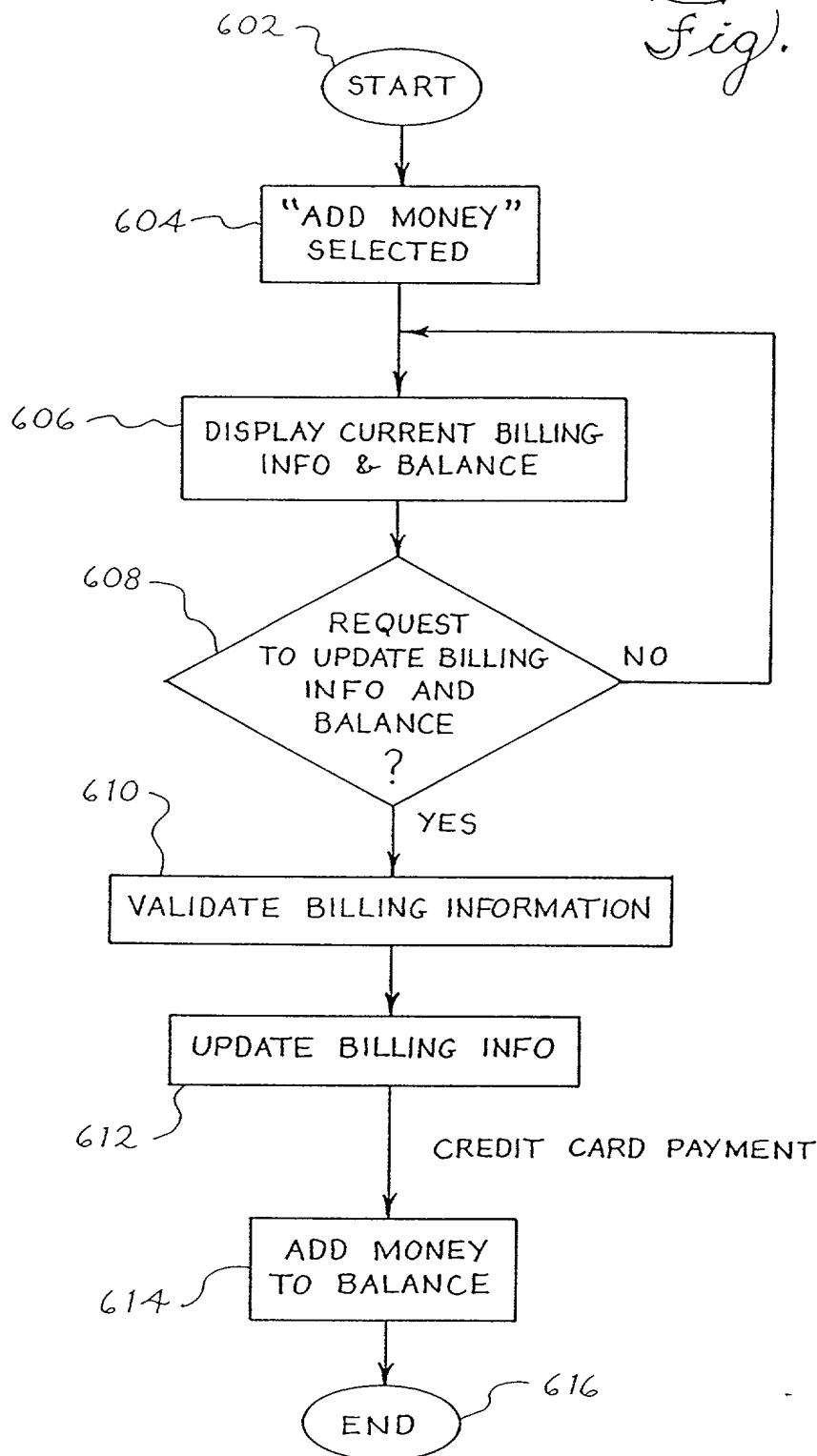
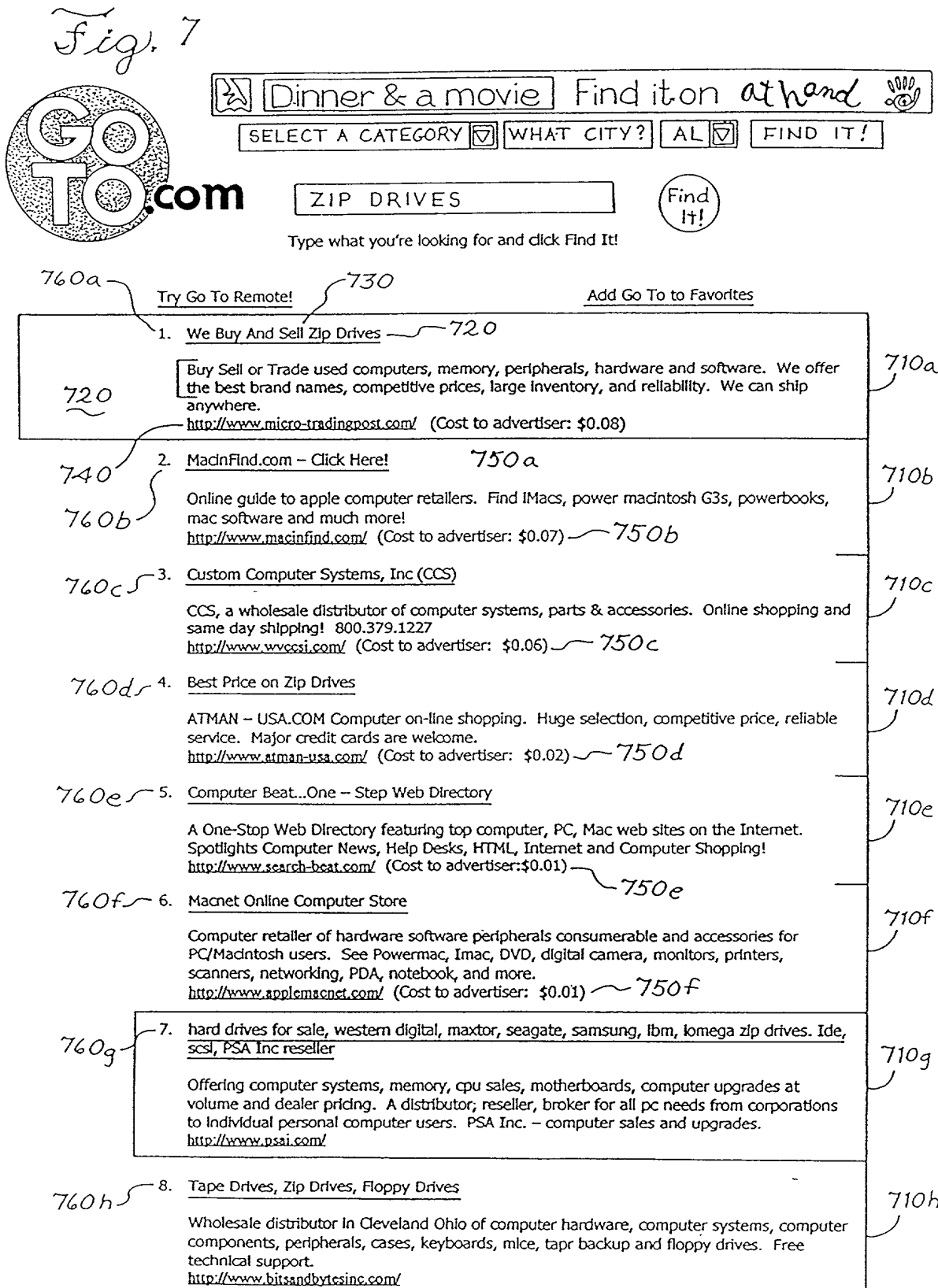


Fig. 5

Fig. 6





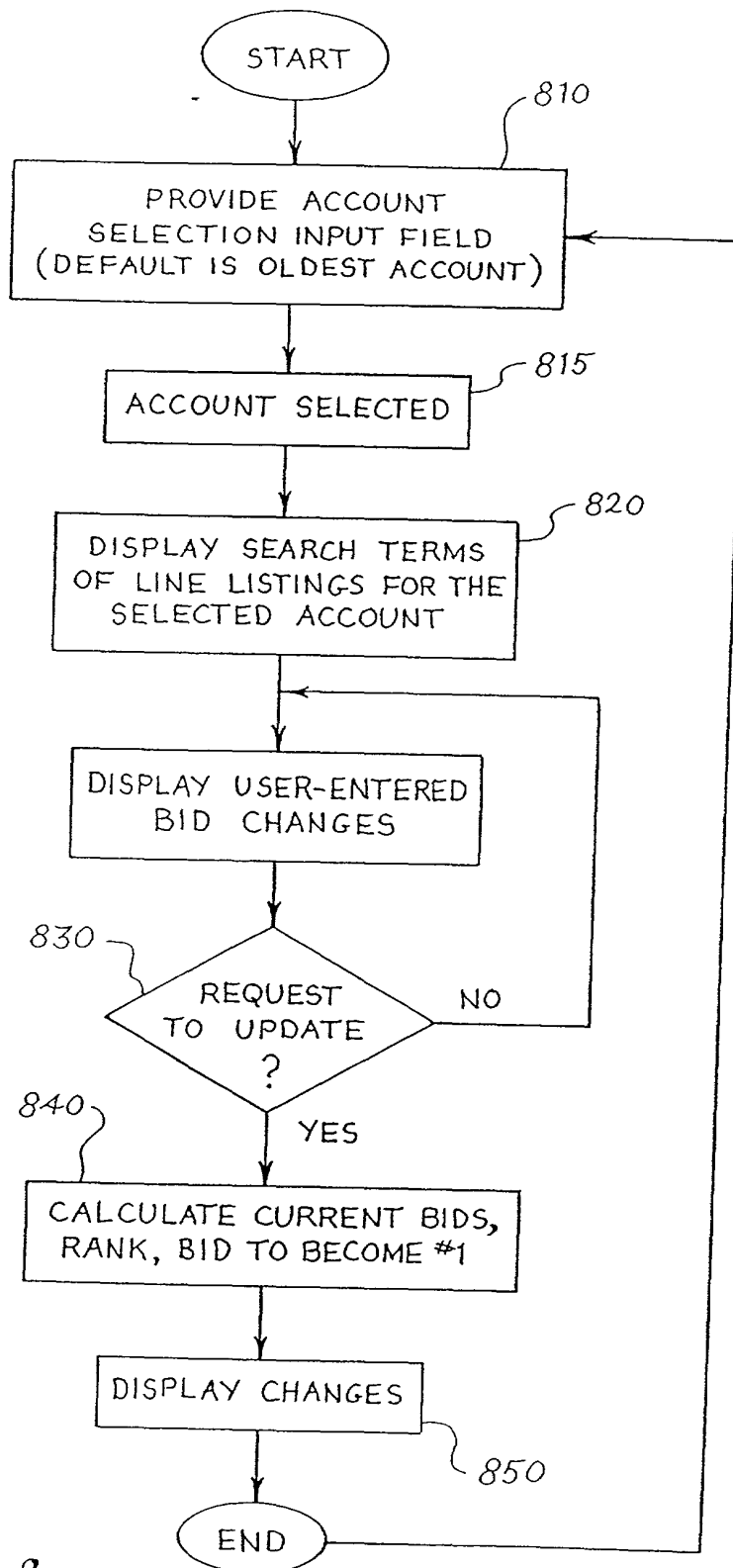


Fig. 8

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CAMPAIGN #1 ▾

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SEARCH TERM	CURRENT BID	CURRENT RANK	BID TO BECOME #1	NEW BID
CAR	0.01	10	1.00	0.01
AUTO	0.10	5	2.00	0.12
AUTOMOBILE	0.13	2	1.50	0.15

908

UPDATE BIDS

912

Fig. 9

FIG. 10

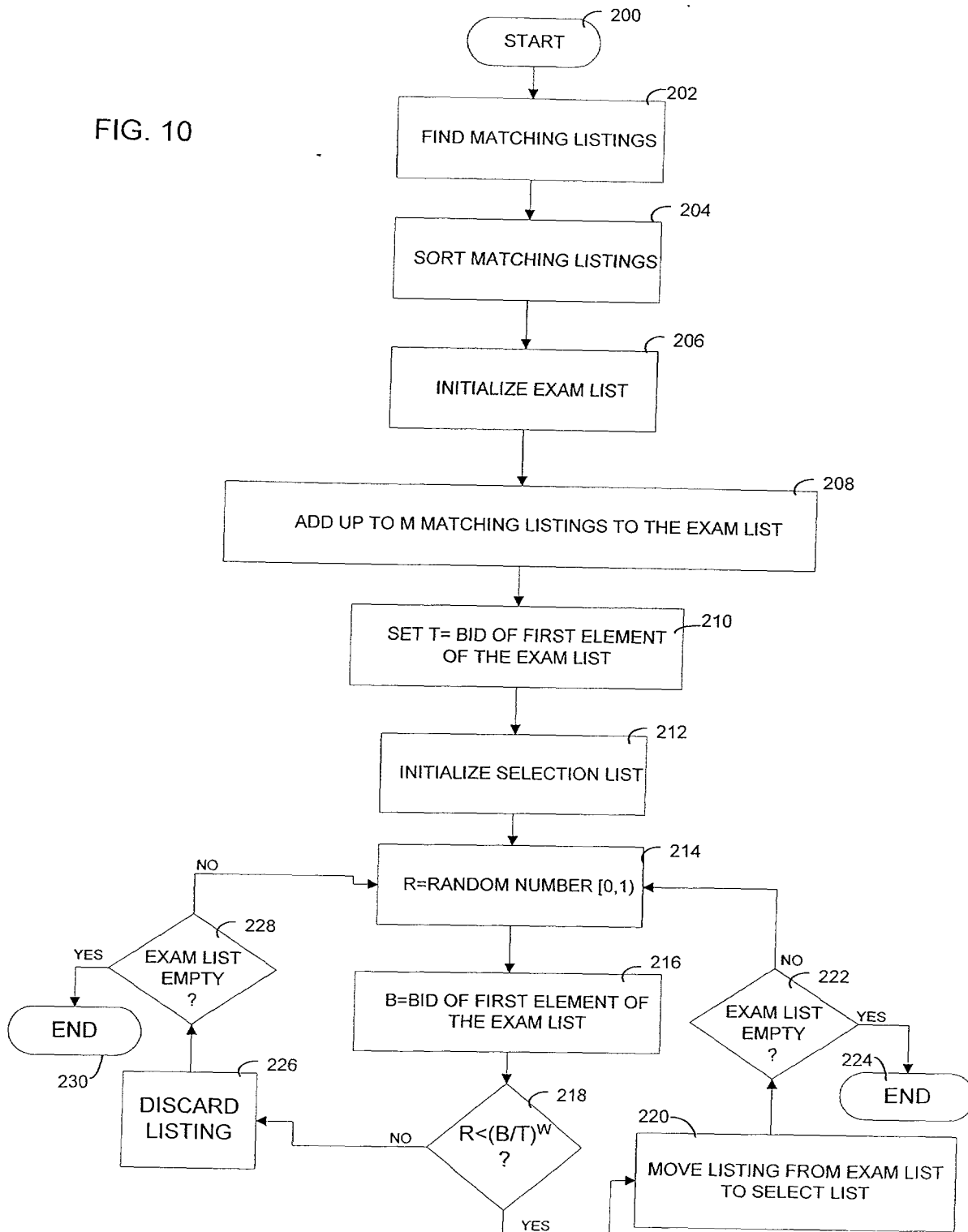


FIG. 11

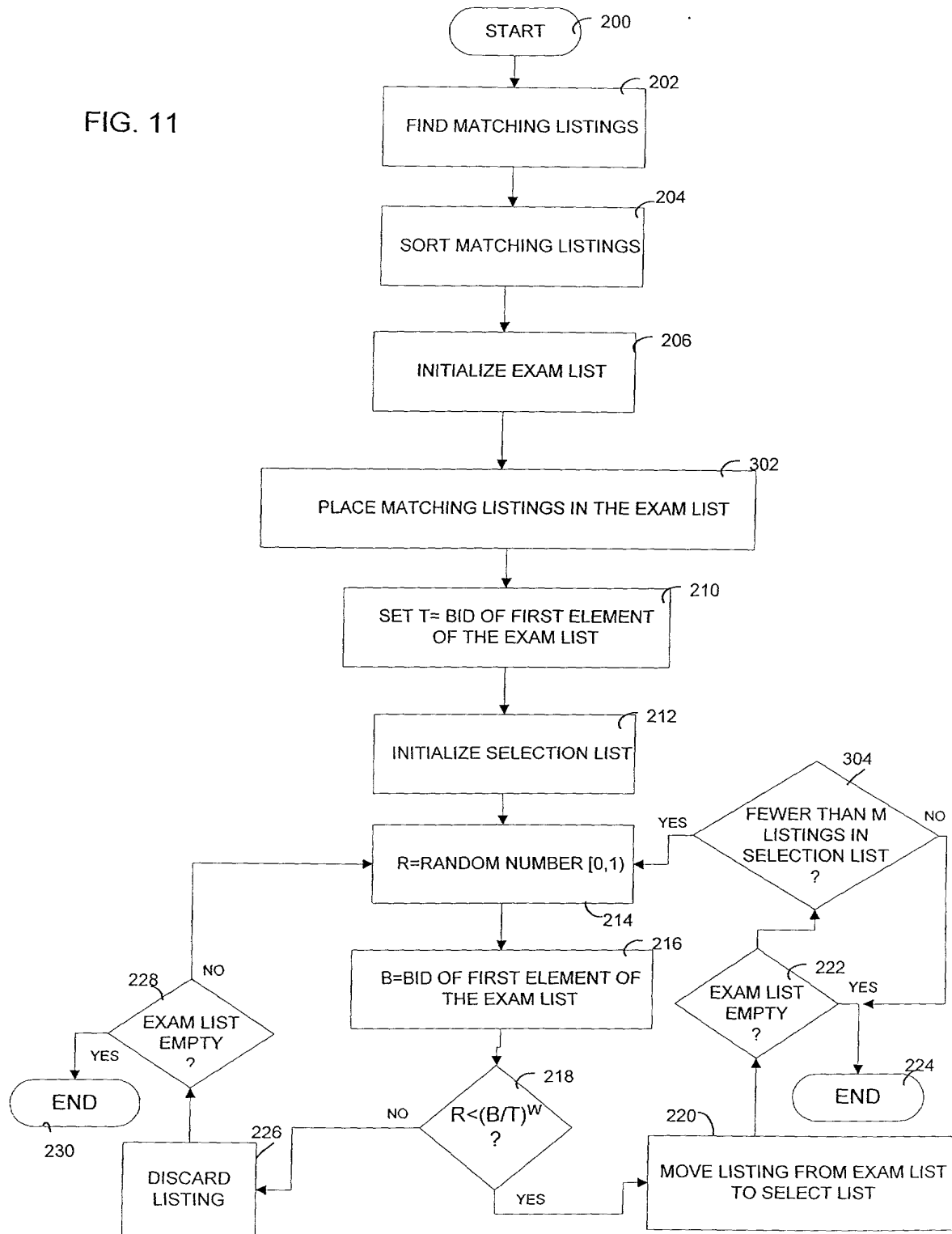


FIG. 12

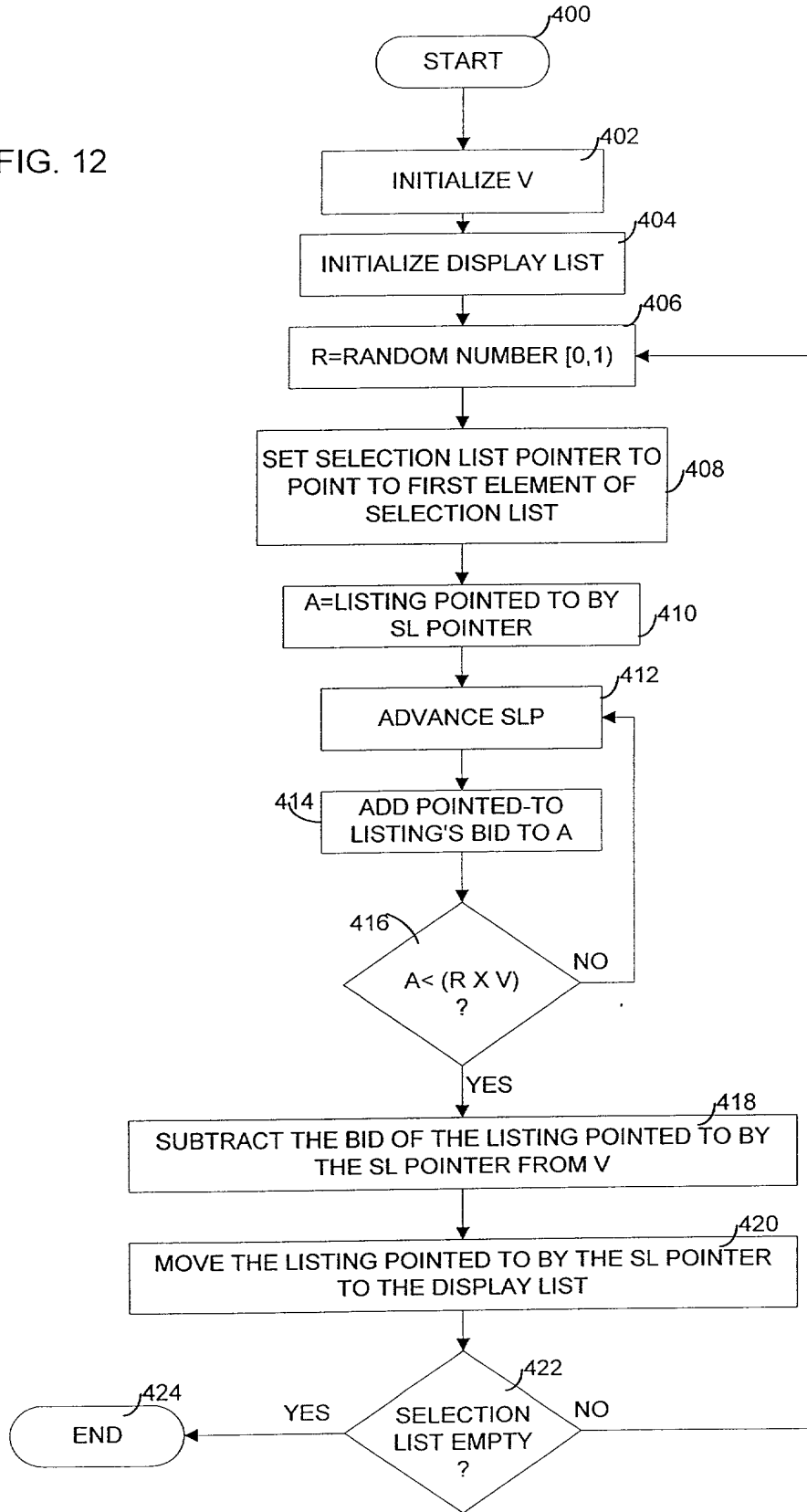


FIG. 13

